

IN THE CLAIMS:

Please amend Claims 1, 8 to 13, and 25 as shown below.

1. (Currently Amended) An Internet DTV system comprising:
a digital broadcast station that broadcasts a first program by using a well-known broadcast radio wave;
a commercial content management server provided on the Internet that holds a content management server, managing or delivering manages and delivers second programs and sponsor commercials; and
a commercial server including commercial contents of said second programs; and
a terminal, provided on an audience side, that receives a digital broadcast and accesses the Internet,
wherein said broadcast station comprises:
broadcasting means for broadcasting information described in a predetermined format specifying the said first program, display of a second program to be selected by an audience, address information indicating a location of content upon selection of said second program, and a sponsor of said first program,
and wherein said terminal comprises:
receiving means for receiving information from said broadcast station;
access means for accessing the Internet;

first output means for combining the received first program with said second program in accordance with a received description and outputting the combined program to a predetermined display device;

input means for inputting designation information from an operator;

request means for, if an input designation is related to said second program, accessing said content management server by said access means by using a described URL for said second program, notifying information to specify said sponsor of said first program, and issuing a request for transfer of said content; and

second output means for outputting the content received from said content management scrvcr to said display device,

wherein said content management server comprises:

request means for requesting commercial content from said commercial server; and

combining means for combining the commercial content sent from said commercial scrvcr with the content requested by said terminal and transmitting the information to said terminal, and

wherein said commrcial server comprises:

a database that holds commercial contents; and

searching means for searching for a corresponding commercial content from said database based on said information specifying said sponsor of said first program requested from said content management server and information determining the

combination of said sponsor of said first program and the commercial content of said second program, and notifying the commercial content to said content management server.

2. (Original) The Internet DTV system according to claim 1, wherein said terminal further comprises:

an MPEG2 decoder for a digital broadcast;
means for interpreting a BIFS description as a scene description; and
means for decoding MPEG4 data from said content management server.

3. (Original) The Internet DTV system according to claim 1, wherein said terminal has a form of set top box connected to a television receiver owned by the audience.

4. to 7. (Canceled)

8. (Currently Amended) A terminal having an Internet access function, provided on an audience side, for receiving a first program from a digital broadcast station and outputting a video signal content to a predetermined display device, comprising:
receiving means for receiving information specifying a sponsor of said first program from a broadcast station;

access means for accessing the Internet;

first output means for combining a received said first program with a second program in accordance with a received description, and outputting the combined program to said predetermined display device;

input means for inputting designation information from an operator;

request means for, if an input designation is related to said second program, accessing a content management server by said access means by using a described URL for said second program, notifying information to specify [[a]] said sponsor of said first program, and issuing a request for transfer of a content of said second program and a commercial content; and

second output means for outputting content received from said content management server to said predetermined display device,

wherein said commercial content is determined bascd on said information specifying said sponsor of said first program and information determining a combination of said sponsor of said first program and the commercial content of said second program.

9. (Currently Amended) A control method for a terminal having an Internet access function, provided on an audience side, for receiving a first program from a digital broadcast station and outputting a video signal content to a predetermined display device, comprising:

a receiving step of receiving information specifying a sponsor of said first program from a broadcast station;

an accessing step of accessing the Internet;

a first output step of combining a received said first program with a second program in accordance with a received description, and outputting the combined program to said predetermined display device;

an input step of inputting designation information from an operator;

a request step of, if an input designation is related to said second program, accessing a content management server by said access step by using a described URL for said second program, notifying information to specify [[a]] said sponsor of said first program, and issuing a request for transfer of a content of said second program and a commercial content; and

a second output step of outputting content received from said content management server to said predetermined display device,

wherein said commercial content is determined based on said information specifying said sponsor of said first program and information determining a combination of said sponsor of said first program and the commercial content of said second program.

10. (Currently Amended) A computer-readable storage medium on which is stored a computer-executable program that functions as a terminal having an Internet access function, provided on an audience side, for receiving a first program from a digital broadcast and outputting a video signal content to a predetermined display device, wherein said computer-executable program comprises computer code to execute the steps of:

a receiving step of receiving information specifying a sponsor of said first program from a broadcast station;

an access step of accessing the Internet;

a first output step of combining a received said first program with a second program in accordance with a received description, and outputting the combined program to said predetermined display device;

an input step of inputting designation information from an operator;

a request step of, if an input designation is related to said second program, accessing a content management server by said access step by using a described URL for said second program, notifying information to specify [[a]] said sponsor of said first program, and issuing a request for transfer of a content of said second program and a commercial content; and

a second output step of outputting content received from said content management server to said predetermined display device,

wherein said commercial content is determined based on said information specifying said sponsor of said first program and information determining a combination of said sponsor of said first program and the commercial content of said second program.

11. (Currently Amended) A content management server for transferring a content in response to a request from a terminal having an Internet access function, where said terminal is provided on an audience side, for receiving receives a digital broadcast including a first program from a digital broadcast station and outputting outputs a video signal to a predetermined display device, comprising:

a second program content database that holds and manages contents the second program;

first reception means for receiving, from said terminal, information specifying content the second program and information specifying a sponsor of the first program which has been received by from said terminal from said digital broadcast station;

second reception means for, based on the information specifying the sponsor of the first program received by said first reception means and information determining a combination of said sponsor of the first program and a commercial content of [[a]] the second program, requesting transfer of commercial content corresponding to the sponsor from a predetermined commercial server provided on the Internet, and receiving the commercial content; and

transmission means for extracting the content second program requested from said terminal, from said database, combining the content second program with the commercial content received by said second reception means, and transmitting the combined content to said terminal.

12. (Currently Amended) A control method for a content management server for transferring a content in response to a request from a terminal having an Internet access function, where said terminal is provided on an audience side, for receiving receives a digital broadcast including a first program from a digital broadcast station and outputting outputs a video signal to a predetermined display device, comprising:

managing contents in a content the second program in a second program database;
a first reception step of receiving, from said terminal, information specifying content the second program and information specifying a sponsor of the first program which has been received by from said terminal from said digital broadcast station;
a second reception step of, based on the information specifying the sponsor of the first program received at said first reception step and information determining a combination of said sponsor of the first program and a commercial content of [[a]] the second program, requesting transfer of commercial content corresponding to the sponsor from a predetermined commercial server provided on the Internet, and receiving the commercial content; and

a transmission step of extracting the content second program requested from said terminal, from said database, combining the content second program with the commercial content received at said second reception step, and transmitting the combined content to said terminal.

13. (Currently Amended) A computer-readable storage medium on which is stored a computer-executable program for a content management server for transferring content in response to a request from a terminal having an Internet access function, where said terminal is provided on an audience side, for receiving receives a digital broadcast including a first program from a digital broadcast station and outputting outputs a video

signal to a predetermined display device, wherein said program including comprised computer code to execute the steps of:

managing contents in a content the second program in a second program database;

a first reception step of receiving, from said terminal, information specifying content the second program and information specifying a sponsor of the first program which has been received by from said terminal from said digital broadcast station;

a second reception step of, based on the information specifying the sponsor of the first program received at said first reception step and information determining a combination of said sponsor of the first program and a commercial content of [[a]] the second program, requesting transfer of commercial content corresponding to the sponsor from a predetermined commercial server provided on the Internet, and receiving the commercial content; and

a transmission step of extracting the content second program requested from said terminal, from said database, combining the content second program with the commercial content received at said second reception step, and transmitting the combined content to said terminal.

14. to 24. (Canceled)

25. (Currently Amended) A display device comprising:

receiving means for receiving first and second programs;

display means for displaying the first and second programs in parallel; and
display control means for displaying a commercial content of the second
program determined based on information specifying a sponsor of the first program and
information designating a combination of the sponsor of the first program and a
commercial content of the second program.